

APR 23 2007

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No. : 09/874,853  
Filing Date : 06/05/2001  
First Named Inventor : Larry James Hughes  
Attorney Docket No. : 8552  
Confirmation No. : 5078  
Examiner : John W. Van Bramer  
Art Unit : 3622  
Customer No. : 27752  
Earliest Publ. No. : US 2002-0169665 A1  
Title : IN-CHANNEL MARKETING AND PRODUCT  
TESTING SYSTEM

SUBMISSION OF AMENDMENT WITH FILING OF RCE

Mail Stop - RCE  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

In response to the Final Office Action of 08/24/2006, (referred to hereinafter as "Action"), and subsequent to Applicant's Notice Of Appeal dated December 21, 2006 (the time for response having been extended by 1 month at that time), please amend the above-identified application as follows, consider the following remarks and reconsider the application. Attached hereto is a Petition for a 2-Month Extension of Time, and the fee required under 37 CFR §1.17(a), providing for a timely response up to and including April 23, 2007 (April 21, 2007 falls on a Saturday). In addition, Applicants wish to withdraw the Notice of Appeal filed December 21, 2006 in conjunction with filing this RCE.

Please amend the above-identified application as follows:

*Amendments to the Claims* begin on page 2 of this paper.

*Remarks* begin on page 7 of this paper.